

Adobe solutions for broker productivity

Helping brokers facilitate engaging customer relationships



For many, financial markets are just a sea of numbers and figures, not easy to navigate or understand. That's why so many people turn to brokers to help them invest their money and deal with the complexities of Wall Street and beyond. With so much at stake, customers want to know the broker holds their best interests in mind. In a relationship like this, personal attention is paramount.

But finding the time to build and develop these relationships has become increasingly difficult. Brokers are drowning in information, paperwork, and complicated processes. In fact, for many brokers, the relationships they share with their clients are based more on transaction history than on the traditional values of service and advice.

A major barrier to building good relationships with customers is the limited access many brokers have to efficient online resources. When brokers have to fall back on paper processing, the result can be costly and prone to errors. Reports show that 25% of all submitted paper forms are NIGO (not in good order), meaning there is either a mistake or omitted information that prevents timely processing. Even when a form is filed electronically, most of the systems designed for brokers don't support straight-through processing. As a result, brokers and employees find themselves continually rekeying customer information. These inefficiencies can undermine the confidence clients have in their brokerage firms.

As an added challenge, in an industry where products, services, fees, and regulations are constantly changing, it is nearly impossible to develop training materials as quickly and inexpensively as needed. That means brokers don't always know about the latest products and services, hindering their ability to promote and sell new offerings to clients.

All of these factors play a role in the broker-client relationship, and when obstacles get in the way, the result can be lost sales, unhappy employees, and dissatisfied customers.

Adobe solutions for broker productivity combine rich internet applications (RIAs) with process automation to help streamline processes and make them more efficient, productive, and personalized. Adobe solutions also allow brokerages to rapidly deliver self-paced courses and efficiently manage training programs.

Consolidated information for better customer service

Using Adobe® LiveCycle® Enterprise Suite software, brokerages can create a rich, integrated, and intuitive interface to disparate processes, systems, and data sources. Real-time data synchronization and streaming and in-line data verification and error-checking capabilities help guide brokers through the customer service process quickly and easily. Brokers can sort through information using key client parameters, making it easy to analyze the pros and cons of every alternative. With all the information they need right at their desktop, brokers can dedicate more time listening to customers' needs, and then directing them to the products and services that are right for them.

Products in this solution

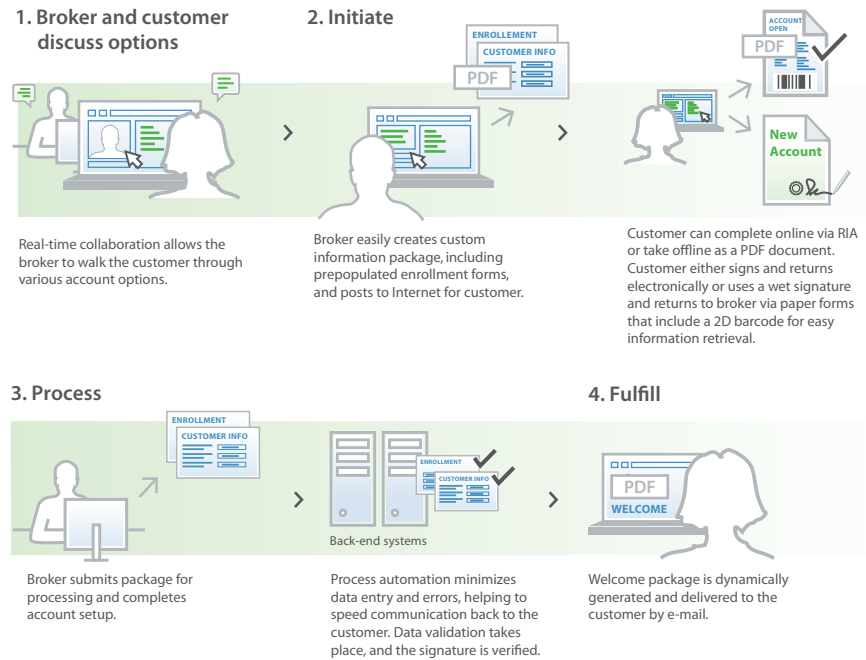
Adobe LiveCycle Enterprise Suite

- Streamlines and automates business processes to help people interact with information more effectively
- Enables brokers to create engaging online applications that make processing client requests more efficient and accurate
- Features dynamic document generation to help brokerage firms create more personalized customer communications

Adobe Acrobat Connect Professional

- Helps institutions create, deploy, and modify highly engaging online training modules
- Offers easy and fast online training, giving managers and brokers the ability to stay on top of new products and services
- Enables managers to easily develop and update training modules, ensuring that information offered to brokers is always current and correct

Broker Activity: Account Opening



Personalize and streamline communication to create customer loyalty

LiveCycle ES allows brokerages to efficiently capture, validate, assemble, process, and archive information. Brokerages can create applications that automate their business processes, making fulfilling customer requests more efficient and accurate. LiveCycle ES can also convert information gathered from an RIA into personalized PDF communications that can be delivered in whichever manner the customer prefers: e-mail, print, or published straight to a web portal. This allows the recipient to interact directly with the document—or with a broker in real time to request changes and review portfolio options.

Train brokers with the most up-to-date information for products and services

Adobe Acrobat® Connect™ Professional software offers a means to provide quick and easy online training on the latest products and services, for customer service reps, brokers, and departmental employees. Acrobat Connect is part of Adobe's eLearning solution for rapid training and supplies institutions with everything they need to rapidly create, manage, deploy, and track highly engaging online sessions that everyone can access instantly. Managers can easily develop and update training modules, ensuring that the information offered is current and correct for their internal teams and their clients.

Save time and effort while driving customer loyalty and satisfaction

By simplifying and automating multiple steps in the customer service and quotation process, Adobe solutions for broker productivity enable brokerage firms to reduce the cost and effort required to process customer requests. Customers receive personalized, accurate, relevant communications in the form that suits them best—online or offline, paper or electronic—vastly increasing customer loyalty.

With Adobe solutions, brokers are able to deliver the highest quality customer service quickly and effectively. The result is happier customers, better selling opportunities, and more loyal brokers.

For more information

To learn more about Adobe solutions for broker productivity, visit www.adobe.com/go/fsi_brokerproductivity, or call 888-649-2990.



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